

INFLUENCERS MARKETING FEATURES IN LITHUANIA

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*misoraite@gmail.com***Abstract**

Influencer is one of the modern means of communication. Sometimes people are called opinion formers, others are opinion leaders, and third - just influencer. Collaboration with these people is an integral part of public relations and an effective brand awareness tool. Consumers are beginning to recognize one-off advertising and are becoming less and less impressive. Long-term relationships with the brand in social networks are becoming an integral and organic part of its communication. While consumers are aware that a leader of opinion gets rewarded, such advertising does not irritate them, they believe that this person uses the goods or services of the brand constantly in fact.

Key words: *influencer, influencer marketing, influencer marketing advantages and disadvantages*

JEL Classification: M31, M39

I. INTRODUCTION

Nowadays more and more businesses companies are starting to think about marketing influencers. Not only do they have a large audience of trusted followers, but they also create content close to their audience, so even prominent advertising messages are accepted positively. It is difficult to find a business that cannot use influencer marketing. Influencers are the same users as us who use products or services and can share their opinion about the product as we do with our friends.

The difference is that influencer is believed by a much wider circle of people who do not necessarily know the flu personally. Of course, if a business sells consumer goods like food, clothing, beauty, and so on, there are thousands of influencers that are easier to find and persuade to test the product and share their opinion on social networks. If you provide business-oriented services, the circle of potential influencer is reduced, more difficult to discover and persuade, which means that you need to allocate more resources, but the return is also higher compared to other marketing channels.

As Aleksandravičė, L. (2018) stated consumers start looking not only for uniqueness, but also for consistency. They believe and trust the influencer, which is followed by a classic example, when one day he advertises one supermarket, and the other day, leaves only a confusion in the subconscious of the user and often provokes negative comments. Confidence weakens. Consumers are beginning to recognize one-off advertising and are becoming less and less impressive. Meanwhile, long-term influencer brand relationships become an integral and organic part of its communication. While consumers are aware that influencer is rewarded, such advertising does not irritate them, they believe that the flu is using the goods or services of this brand constantly and in fact.

II. CONCEPT OF INFLUENCERS

As Černikovaitė (2018) argues “influencer marketing has become one of the most important tools for marketing professionals in the last decade to directly influence those who make purchasing decisions. The emergence of opinion leaders (opinion formers) was due to the popularity of social networks, online chat and gadgets and the importance of recommendations and feedback in promoting the image of a product and service on social networks. The marketing of opinion leaders is growing. Over the past two years, Google Trends has grown to 400 percent of this term. Businesses are increasingly aware of the influence of opinion leaders and the power to build their value for brand image.”

Aleksandravičė, L. (2017) stated that influencers are people who have a huge base of followers on social media channels and have authority, opinion-forming influence on the majority of people. Real-time influencer is a person who will convince the consumer to choose your product or service. All the influencers are combined with four main criteria - and that's not just a great number of followers. Influencer has many followers, but has reached them organically - he did not buy and did not choose other dubious methods. How much is depends on the country, industry and your goals. Macro influencer in Lithuania has 50 and more thousands of followers. Micro influencer has from 10 thousand, and in some cases, a few thousand followers. When choosing an influencer, first of all, it is important to look at what its audience is and whether it matches your target audience. Influencers does not talk about all the topics in a row, but has a theme that is followed by a specific audience. It doesn't consume all the brands in a row, but shares a truly sincere opinion, so people trust it and believe it. He

doesn't speak the brand language, he speaks his own language about the brand and what matters to him. Most importantly, he never attempts to promote that product or service that he does not believe in. The third and key criterion for evaluating an effective influencer is how he engages his audience. Genuine influencer inspires and persuades people to do something - to answer his question, fill out a form, participate in a contest, buy a product or service using his discount code and so on. It includes, and therefore, tens of comments and discussions, always sharing its experiences, feedback, gratitude, or questioning. He chooses to talk only about what is relevant to his followers and not to talk about topics where there is no expert.

Table 1 gives definitions of influencer. Glucksman, M. (2017) stated that influencer promote trademarks in your personal life to make them accessible to the average consumer. Nandagiri, V., Philip, L. (2018) stated that many businesses are now realizing their potential are often unnoticed for the work they do. Influencers help business to ear income. Lim, X., L., Radzol, A., R., M., Jun-Hwa Cheah (Jacky), Wong, M., W. (2017) stated that influencers investigated in the field of advertising, they not directly advertise product and promote purchases. Snijders, R., Helms, R. (2014) stated that social influencer can be used for positive action, for raising brand awareness.

Table 1. Influencers definition

Author	Highlight
Glucksman, M. (2017).	Promote trademarks in your personal life to make them accessible to the average consumer.
Nandagiri, V., Philip, L. (2018)	The influencers are often overlooked because of their work.
Lim, X., L., Radzol, A., R., M., Jun-Hwa Cheah (Jacky), Wong, M., W. (2017)	The influence of social media has been primarily investigated in the field of advertising.
Szczurski, M.,M. (2018)	Being influencer means living a certain way of life, social status. More and more people consider it a profession. Some influential people live from their own social media skills, others perceive it as additional work and a passion.
Bruns, I. (2018)	A third party that makes a significant customer purchase decision (Brown and Hayes, 2008).
Snijders, R., Helms, R. (2014)	Social exposure is a natural process, but people or businesses can use it to change one's attitude behavior. Social influencer can be used for positive actions (eg, to raise awareness of societal problems, promotion of new products) and negative actions (eg social hacking, social pressure).
Westenberg, W. (2016)	Social factors such as YouTubers are used to spread the messages between them on a large scale networks of loyal followers compared to low cost
Hallgrímsdóttir, J., Y. (2018)	Social media opinion leaders are people who control the public Facebook blog Website, Instagram, Instagram or Twitter Account. Some influence holders are quite active these media.
Poulopoulos, V., Vassilakis, C., Antoniou , A., Lepouras, G., Theodoropoulos, A., Wallace, M. (2018)	In our daily lives, some people can affect us more than others, although there are some people who can easily affect many other people in their opinion (so-called influence). Influencer is a tendency, the use of which leads to broad social benefits media.
Freberga,K., Grahamb,K., McGaugheyc, K., Freberg, L., A. (2010)	Social Media opinion leader is a new type of independent third-party validator that builds audience preferences via blogs, tweets and other social media.
Biaudet, S. (2017)	Affecting marketing is the most important new approach to marketing over the decade professionals who take the lead in decision-making.
Rebelo, M., (2017)	Opinio leaders determine the factors that depend on such aspects as Followers", "likes" or the number of ads.

III. INFLUENCERS MARKETING ADVANTAGES AND DISADVANTAGES

Table 2. Influencers marketing advantages and disadvantages

Advantages	Disadvantages
To build brand awareness	Influencer advertising takes time
To increase conversions	Influencer advertising can be failed
To establish brand authority	Take time track performance influencer marketing campaign
To build long run relations with customers via influencers	Control results marketing campaign
To reach with brand new target market	Influencer advertising campaign might not work
To establish great content (photos, tweets, blog posts)	Before choosing influencer you must do marketing research
To measure content by interaction (likes, shares, comments)	Require communication between company employee and influencer
Content is directed to the target audience	Slow results
Influencers advertising save time	
Increase number users	
Reduce purchase time	

IV. INFLUENCERS IN LITHUANIA

Influencer is the person who develops opinions about products, service, travels, brands or events. It is the person who predicts the direction of fashion, travel, food culture and thus encourages the consumer to choose and consume the product. Currently, influencers are very popular in Lithuania. Influencers influences the consumer and decides to buy the product. Entrepreneurs buy the influencers voice for a positive opinion about their products or services. Influencers have built a close relationship with their customers and have gained their trust. In this way, an ordinary user believes that influencers are a reliable way to learn about certain products or services. As a rule, such people usually have more than ten thousand followers - people are considered to have their status in social space. Thus, such a way of publicizing is very close to the traditional way of spreading advertising on the lips. True, paying for publicity here is often replaced by various gifts, privileges, and exceptional opportunities to test the goods first.

Naglis Bieransas is Lithuanian photographer, influencer. One of the most prominent present-day opinion-formers, Naglis Bierancas, presented his first book, "The Future Man's Phenomenon: How to Don't Brain Your Mind and Enjoy Life. . He wrote it together with the psychologist and philosopher Thomas Lagūnavičius. He is watching what his followers are most interested in, taking into account Instagram Stories and responding to comments and feedback. Started adding more photos, increasing the number of Instagram Stories per day. Created several columns ("Naglimanto kitchenette", "24 hours", etc.). These spread across other Internet platforms, and the followers began to spread. The Naglis Bieransas Social Media Engine is the Instagram Stories of a unique sense of humor. Instagram Stories is indeed the core activity of Naglis Bieransas, although it also focuses on the published photos. Most videos are spontaneous and lifelike. Because he works non-routine, each day is very different. When I create some fictional characters, I have to use wisdom and plan scenarios, so creating Instagram Stories is very dynamic. Naglis manages to instagram his followers with the original content. Naglis Bieransas shares funny stories in his instagram account with followers. Naglis makes great use of stories for his simple, even straightforward humor. Naglis is one of the few who is creating really interesting content for the user. Stories have already become an absolute necessity to effectively engage the audience with their adventures and increase the number of followers. Of course, "stories" must be ridiculous, engaging (voting) and at least minimally thought-out scenario. Naglis's followers remain fun. The content of his instagram is constantly changing and the followers are waiting for more and more interesting guy adventures and straightforward humor.

Opportunities to collaborate with various brands such as Good Gift, Daniel Wellington, Adidas, Lithuanian Insurance, Huawei, Lidl, floaty.lt, IQOS, Sportland, Coca Cola.[17]

The most famous fashion influencer in Lithuania is Agnė Jagelavičiūtė. Agnė Jagelevičiūtė on social networks Facebook, Instagram speaks on various topics, shares recommendations on products or services. Agnė Jagelevičiūtė is considered a fashion style icon. It has shaped its image as a caring, not willing to share advice, mother and strong character woman. The main products that the influencer user reviews on their social networks are products for children, beauty products for the face, skin and body, as well as various services.[17]

The woman who is just shining to produce is Beata Nicholson. Positive, cheerful and constantly smiling Beata is one of those people in the culinary field in Lithuania who is capable of producing hundreds of people on

television screens and sincerity and passion for social networking. It is worth noting that Beata's culinary books are purchased one after the other and are released in additional editions. Beata's culinary tips form an approach to eating culture, so this influencer should be interesting for the business that works in this area. True, a woman is more inclined to create her own brand: Beata's kitchenware is lined with bread, sauces and other shelves.[17]

Inga Žuolytė is one of the biggest contributors to healthy lifestyle in Lithuania. The profile of a young athlete simply forces them to go to the gym and eat healthy food. This girl quickly assembled a twenty-thousand-strong army of fans around her every day. The girl is a real inspiration and an example for those who want to start changing their lives and start playing sports, which is usually a very difficult or even forced thing for us. However, watching other people's progress and showing the results, I want to help myself and go to the gym after buying a new sportswear. A young trainer collaborates with healthy food supply companies or sports centers, and at the same time inspires them to do or eat healthy food.[19]

Andrius Užkalnis - a publicist and journalist, born in Kaunas Žaliakalnis, grew up on the streets of Vilnius and lived in England for many years. He is famous Lithuanian influencer. Known scandalously with sharp speeches about today's social issues, he has also written a number of accumulated books of stories. Originating from a creative family (the father was a designer and his mother - a footwear designer in one of the Vilnius factories), he inherited curiosity for life and his delicate details. After trying to study both architecture and English, he finally chose to work on Lithuanian radio. The editorial office of foreign broadcasts has become, as the author himself says, the best school, and his colleagues are the teachers of writing art. Andrius enjoyed a great life in Vilnius, but after winning a BBC competition he went to Great Britain to test himself on the international market. A few years ago, after returning to live in Lithuania, he started conducting TV shows and writing articles, and in 2014 he created his own chat program "Thank you for coming" on the radio.[18]

Karolina Meschino - social networker, influencer, fashion stylist. Owing to her uniqueness, her ability to match a wide range of styles and the love of clothing, K. Meschino has become the spring campaign face for Outlet Park. Twelve different images were presented in the spring photo shoot. [17]

V. CONCLUSIONS

According to Aleksandravičė, L. (2018) lips-to-mouth marketing is not a new phenomenon, consumers have long discovered the value of real-life recommendations, both in real life and online. However, trademarks could not then, and now have no direct effect on, consumer opinion or feedback. Meanwhile, influencer marketing, a leader in social networking, has opened up new and so far limited opportunities to directly influence consumer decisions and purchasing habits through social networking opinion makers. Influencer marketing is very popular in the world, but it is becoming increasingly popular in Lithuania. Customers are already actively using this form of advertising. During these years alone, Lithuanian companies has developed and implemented a number of campaigns with the main focus of influencer. Influencers are the same consumers as us who use products or services and can share their opinion about that product. Influencer believes that there is a much wider circle of people who do not necessarily know the flu personally. If a business sells consumer goods like beauty of food, clothing, fuel, travel, and the like, there are thousands of influencers that are easier to find and persuade to test the product and share their opinion on social networks. If you provide business-oriented services, the circle of potential influencer is reduced, more difficult to discover and persuade, which means that you need to allocate more resources, but the return is also higher compared to other marketing channels. In Lithuania, most of the brands work with well-known social network users - the big influencer, and the frequent criterion is the number of followers. The problem is that dozens of brands work with the same top 30-50, often even competing brands fall into the same flu stream. People are starting to focus less on the recommendations of the big influencer, because too much of them reduces confidence.

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